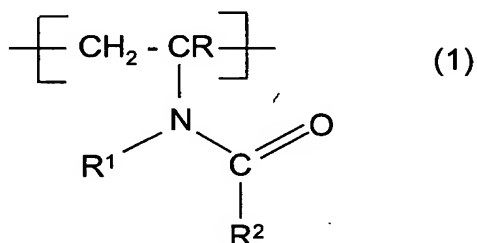


Claims:

1. A process for the preparation of concentrates in liquid or liquid-disperse form comprising

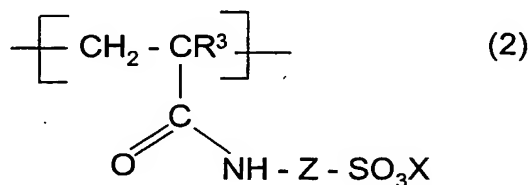
I) 10 to 80% by weight of a copolymer comprising

a) 1 to 50% by weight of a repeat structural unit of the formula (1)



where R, R¹ and R² may be identical or different and are hydrogen, a linear or branched alkyl group having in each case 1 to 30 carbon atoms or a linear or branched alkenyl group having in each case 2 to 30 carbon atoms, or R¹ and R² together are a C₂-C₉-alkylene group,

b) 49.99 to 98.99% by weight of the repeat structural unit of the formula (2)



in which R³ is hydrogen, methyl or ethyl, Z is C₁-C₈-alkylene and X is an ammonium, alkali metal or alkaline earth metal ion, and

c) 0.01 to 8% by weight of crosslinking structures which have come from monomers with at least two olefinic double bonds,

II) 20 to 90% by weight of one or more emulsifiers and/or a solvent or solvent mixture, and

III) 0 to 30% by weight of water,

wherein the concentrate is prepared by

a) free-radical copolymerization of components a), b) and c) in a polymerization medium which behaves largely inertly with regard to free-radical polymerization reactions and permits the formation of high molecular weights,

b) a higher-boiling solvent or solvent mixture and/or one or more emulsifiers and optionally water is added to the mixture of polymer and polymerization medium, where the boiling point of the higher-boiling solvent or solvent mixture is at least 10°C higher than that of the polymerization medium used for the polymerization and

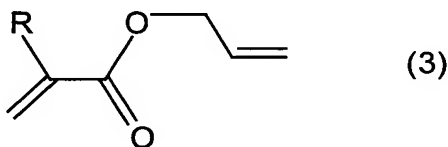
c) the lower-boiling polymerization medium is removed, optionally at a pressure which is lowered relative to atmospheric pressure, and optionally at a temperature which is increased relative to room temperature.

2. The process as claimed in claim 1, wherein the copolymer consists of 2 to 30% by weight of structural units of the formula (1), preferably derived from N-vinylpyrrolidone, 69.5 to 97.5% by weight of structural units of the general formula (2), preferably derived from the ammonium salt of 2-acrylamido-2-methylpropanesulfonic acid and 0.2 to 3% by weight of crosslinking

structures which have come from monomers with at least two olefinic double bonds.

3. The process as claimed in claim 1 or 2, wherein the copolymer has crosslinking structures which have come from monomers with at least two olefinic double bonds and are derived from acrylic or methacrylic allyl ester, dipropylene glycol diallyl ether, polyglycol diallyl ether, triethylene glycol divinyl ether, hydroquinone diallyl ether, tetraallyloxyethane or other allyl or vinyl ethers of multifunctional alcohols, tetraethylene glycol diacrylate, triallylamine, trimethylolpropane diallyl ether, methylenebisacrylamide or divinylbenzene.

4. The process as claimed in one or more of claims 1 to 3, wherein the copolymer has crosslinking structures derived from monomers of the formula (3),



in which R is hydrogen, methyl or ethyl.

5. The process as claimed in one or more of claims 1 to 4, wherein the concentrate comprises 20 to 60% by weight of copolymers.

6. The process as claimed in one or more of claims 1 to 5, wherein the concentrate comprises 30 to 80% by weight of one or more emulsifiers and/or a solvent or solvent mixture.

7. The process as claimed in one or more of claims 1 to 6, wherein the concentrate comprises 0 to 10% by weight of water.

8. A concentrate obtainable by a process as claimed in one or more of claims 1 to 7.

9. A cosmetic, pharmaceutical or dermatological preparation comprising a concentrate as claimed in claim 8.